

Case Studies from ICMR Center for Management Research

Highlights

- ***ICMR Case Studies: Prizes in International Case Writing Competitions***
- ***ICMR Case Studies in International Books and Other Publications***
- ***Some of the Best Selling ICMR Case Studies***
- ***Some International Institutions Using ICMR Case Studies***



ICMR Case Studies: Prizes in International Case Writing Competitions

2010

Business Model Innovation by Better Place: A green Ecosystem for the Mass Adoption of Electric Cars: **Third prize in the oikos Global Case Writing Competition 2010**, organized by oikos Foundation for Economy and Ecology, University of St. Gallen, Switzerland.

WaterHealth International: Providing Safe Drinking Water to the Bottom of the Pyramid Consumers: **Third prize in the oikos Global Case Writing Competition 2010**, organized by oikos Foundation for Economy and Ecology, University of St. Gallen, Switzerland.

Sony Corporation - Future Tense?: **First prize John Molson Case Writing Competition 2009**, organized by the John Molson School of Business, Concordia University, Montreal, Canada.

Toyota: The Once-in-a-Century Challenge: **Finalist in John Molson Case Writing Competition 2009**, organized by the John Molson School of Business, Concordia University, Montreal, Canada

2009

Starbucks: Back to Basics?: **First prize in the John Molson Case Writing Competition 2008**, organized by the John Molson School of Business, Concordia University, Montreal, Canada.

Tata Motors' Acquisition of Jaguar and Land Rover: **Second runner up prize in the John Molson Case Writing Competition 2008**, organized by the John Molson School of Business, Concordia University, Montreal, Canada.

Trevor Field and the PlayPumps of Africa: **First prize in the Oikos sustainability case writing competition 2009 (Social Entrepreneurship track)**, organized by University of St. Gallen, Oikos foundation for economy and ecology, Switzerland.

Coca-Cola India's Corporate Social Responsibility Strategy: **Runners-up in the oikos Global Case Writing Competition**, organized by the oikos Foundation for Economy and Ecology, University of St. Gallen, Switzerland.

2008

Mark Constantine – The Willy Wonka of the Beauty Industry: **First prize in the Entrepreneurship category in the European Foundation for Management Development (EFMD) Case Writing Competition, 2007.**

Tata Steel's Acquisition of Corus: **First runner up prize in the John Molson Case Writing Competition 2007**, organized by the John Molson School of Business, Concordia University, Montreal, Canada.

2007

Innovation at Whirlpool - Creating a New Competency: First prize in the Corporate Coaching category in the EFMD Case Writing Competition, 2006.

The betapharm Acquisition: DRL's Inorganic Growth Strategy in Europe (BSTR249): First runner up prize in the John Molson Case Writing Competition 2006, organized by the John Molson School of Business, Concordia University, Montreal, Canada.

Carrefour's Strategies in China (BSTR246): Second runner up prize in the John Molson MBA Case Writing Competition 2006, organized by the John Molson School of Business, Concordia University, Montreal, Canada.

The Body Shop: Social Responsibility or Sustained Greenwashing?: Third prize in the Oikos sustainability case writing competition 2007, organized by University of St. Gallen, Oikos foundation for economy and ecology, Switzerland.

2006

Allied Irish Banks – The Currency Derivatives Fiasco (FINC032): First place in the Managing Risk Category, in the 2005 European Foundation for Management Development (EFMD) Case Writing Competition.

Wal-Mart's Strategies in China (BSTR178): Second runner up prize in the John Molson MBA Case Writing Competition 2005.

2005

IKEA's Innovative Human Resources Management Practices and Work Culture (HROB066): Second prize in the Central and East European Management Development Association (CEEMAN's) 11th Case Writing Competition in 2005.

Li & Fung: The Global Value Chain Configurator (BSTR149): Second runner up prize in the John Molson MBA International Case Competition 2004.

The Bhopal Gas Tragedy (BECG009): Finalist in the 'Dark Side' Case Competition 2004, organized by Critical Management Studies Interest Group and Management Education Division of the Academy of Management, New York, USA.

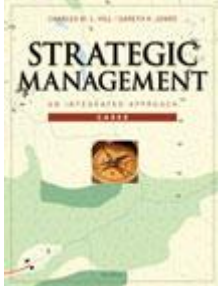

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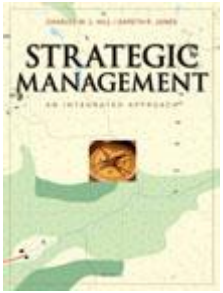
2004

DoCoMo – The Japanese Wireless Telecom Leader (BSTR049): First prize in the Eighth Regional Asia-Pacific Case Writing Competition, organized by the Management Development Centre, Hong Kong.

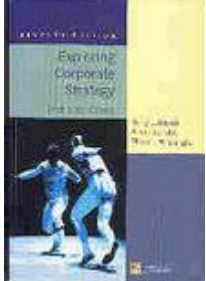

FedEx vs. UPS in China – Competing with Contrasting Strategies (MKTG069): First runner-up in the Eighth Regional Asia-Pacific Case Writing Competition.

**ICMR Case Studies in
International Books and
Other Publications**

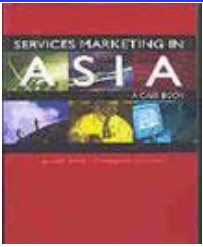
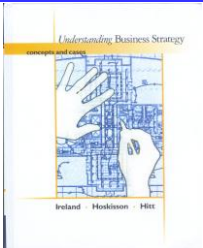
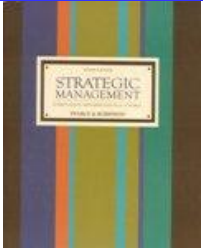
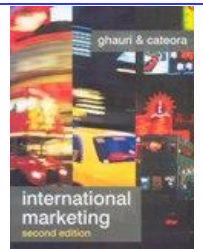
Name of the Book	Author (s)	Publisher & Year of Publication	Case Title	Cover Page	Name of the Book	Author (s)
Cases in Strategic Management: An Integrated Approach, 9th Edition	Charles W. L. Hill, Gareth R. Jones	Cengage Learning, Inc./Nelson Education Ltd.	ISBN-10: 0538752300, ISBN-13: 9780538752305 Pages: 440	Tata Motors' Acquisition of Jaguar and Land Rover	Indu P., Vivek Gupta	
Strategy: Process, Content, Context 4e	Bob de Wit and Ron Meyer	Cengage Learning EMEA	-	HP's Strategy and Operations under Carly Fiorina and Mark Hurd	Smitha Moganty, Shirisha Regani, and S.S George	-
				FedEx Vs. UPS- Competing with Contrasting Strategies in China	Vivek Gupta	
				L'Oreal: Building a Global Cosmetic Brand	V. Sarvani, A. Mukund	
International Marketing, 3rd edition	Pervez Ghauri and Philip Cateora	McGraw- Hill Education, U.K	-	Tetra Pak's Packaging Innovations	V. Sarvani, A. Mukund	-
				Apple's Inc's iPhone Maintain its initial Momentum	Hadiya Faheem, Debapratim Purkayastha	
				UGG Boots: Australian Generic Product to Global Luxury Brand	Syeda Maseeha, Indu P and Debapratim Purkayastha	
Multinational Management, Edition 5	Cullen/Parboteeah	Cengage Learning, Inc./Nelson Education Ltd.	ISBN: 9781439080658 (1439080658)	Tata Motors and Fiat Auto: Joining Forces	Namratha V.Prasad, Sachin Govind and S.S.George	-
Strategic Information Systems Management 1e	Kevin Grant, Ray Hackney and David Edgar	Cengage Learning EMEA	ISBN-13: 9781408007938 / ISBN-10: 1408007932 400	Knowledge Sharing Initiatives at the World Bank - Creating a Knowledge Bank	Shirisha Regani, Sanjib Dutta,	

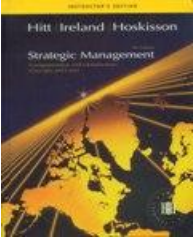
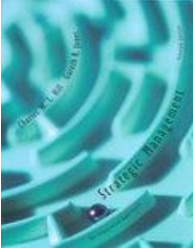



Name of the Book	Author (s)	Publisher & Year of Publication	Case Title	Cover Page	Name of the Book	Author (s)
Business Ethics and Corporate Social Responsibility	Paul Griseri, Nina Seppala	Cengage Learning EMEA	-	Lifebuoy 'Swasthya Chetna': Unilever's Social Marketing Campaign	Debapratim Purkayastha, Rajiv Fernando	-
				Ikea's Social and Environmental Responsibility Initiatives	Komal Chary, Vivek Gupta	
Strategic Management Formulation, Implementation, & Control, 12e	Pearce & Robinson	McGraw-Hill / Irwin	-	MTV Networks: The Arabian Challenge	Debapratim Purkayastha	
International Management: Managing Across Borders and Cultures	Helen Deresky	Pearson Australia	-	The Bribery Scandal at Siemens AG	Bharath Krishna, Rajiv Fernando	-
				MTV Networks: The Arabian Challenge	Debapratim Purkayastha	
				eBay in Japan	Indu P, Sachin Govind	
				Alibaba: Competing in China & Beyond	Hadiya Faheem, Debapratim Purkayastha	
				Ratan Tata: Leading the Tata Group into the 21st Century	Sachin Govind, T. Sessa Sai	
				Indian BPOs Waking Up to the Philippines Opportunity?	-	
				YouTube LLC's Strategy in India	-	
				Acer's Growth Strategies	-	
				Aditya Birla Group's Growth Strategy	-	
Strategic Management 9e	Charles W. L. Hill, Gareth R. Jones	Cengage Learning, Inc./Nelson Education Ltd	ISBN-10: 0538748567 ISBN-13: 9780538748568, 936 Pages	Tata Motors' Acquisition of Jaguar and Land Rover	A. Neela Radhika, Vivek Gupta	
				Tata Motors' Acquisition of Jaguar and Land Rover	Indu P., Vivek Gupta	
				Starbucks: Back to Basics?	Sachin Govind, S.S. George	
Strategic Management	Carpenter, Rice	Pearson Australia	-	Li & Fung: The Global Value Chain Configurator	A. Neela Radhika, Vivek Gupta	-

Name of the Book	Author (s)	Publisher & Year of Publication	Case Title	Cover Page	Name of the Book	Author (s)
Strategic Management and Competitive Advantage 3e	Barney-Hesterly	Prentice Hall	-	JetBlue Airways: Growing Pains?	Shirisha Regani, S.S. George	-
International Strategy	Susan Segal-Horn and David Faulkner	Cengage Learning EMEA	-	Toyota's Globalization Strategies	A. Neela Radhika, A. Mukund	-
Marketing Management, 4e	Rajan Saxena	McGraw-Hill Education (India) Pvt Ltd	ISBN: 9780070144910 Pages: 904	Sunsilk Gang of Girls': Hindustan Lever Limited's Online Social Networking Initiative in India	Debapratim Purkayastha, Rajiv Fernando	
The Global Corporation: Effective and Ethical Practices, A Case Book	Laura P. Hartman, Patricia H. Werhane	Routledge / Taylor & Francis Book Group	ISBN: 978-0-415-80160-7 Pages: 440	The Johnson & Johnson Tylenol Controversies	D.Sirisha, Vivek Gupta	

Name of the Book	Author (s)	Publisher & Year of Publication	Case Title	Cover Page
Foundations of Marketing (8th Edition)	Dale Beckman, John Rigby	Thomson Nelson, Canada, February 2003	Kellogg's Indian Experience	
Strategic Management (6th Edition)	Hitt, Ireland, Hoskisson	Thomson South-Western, USA, Early 2004	The Fall of Daewoo Motors	
			The McDonald's 'Beef Fries' Controversy	
			Sun Life Financial Services	
Principles of Supply Chain Management: A Balanced Approach (1st Edition)	Joel Wisner, Keong Leong, Keah Choon Tan	Thomson South-Western, USA, Early 2004	Cisco Systems: The Supply Chain Story	
Strategies for E-Business: Creating Value through Electronic & Mobile Commerce (1st Edition)	Dr. Tawfik Jelassi	Financial Times/Prentice-Hall, UK, June 2004	Google.com – The World's No. 1 Internet Search Engine	
Exploring Corporate Strategy (7th Edition)	Richard Whittington, Gerry Johnson, Kevan Scholes	Financial Times/Prentice-Hall, UK, Nov 2004	Restructuring Sony	
Strategic Management Competitiveness and Globalization (2nd Canadian Edition) Cases	Hitt, Ireland, Hoskisson, Rowe, Shepperd	Thomson Nelson, Canada, Feb 2005	Wal - Mart's German Misadventure	

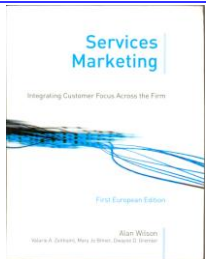
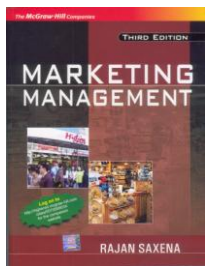
Name of the Book	Author (s)	Publisher & Year of Publication	Case Title	Cover Page
International Management (5th Edition)	Dr. Helen Deresky	Prentice Hall, Feb 2005	Reebok: Managing Human Rights Issues Ethically?	
			FedEx & UPS: Competing with Contrasting Strategies in China	
			Pepsi's Entry into China	
			Starbuck's International Operations	
			Wal-Mart's German Misadventure	
Management (1st Edition)	Hitt, Black & Porter	Prentice Hall, Sep 2004	Xerox: People Problems	
			HR Restructuring : The Coca Cola and Dabur Way	
Global Strategic Management (1st Edition)	Dr Kamel Mellahi, Dr Jedgrzej George Frynas, Dr Paul Finlay	Oxford University Press, March 2005	Restructuring Unilever: The 'Path to Growth' Strategy	
Foundations of Marketing (2nd edition)	David Jobber and John Fahy	McGraw-Hill Education Europe	Tesco – The CRM Champion	
			Absolute Vodka – Creating Advertising History	
			Nivea – Managing an Umbrella Brand	
Strategic Marketing: Creating Competitive Advantage	Prof. Douglas West Prof. John Ford Dr Essam Ibrahim	Oxford University Press, February 2006	Tesco – The CRM Champion	
			Samsung – The Making of a Global Brand	
			Nikei Evolution of Marketing Strategy	
Organizational Behavior – A Strategic Approach	Hitt, Miller and Collela	John Wiley & Sons	Google's Organizational Culture	
Strategic Management and Competitive Advantage: Cases, (1st Edition)	Barney and Hesterley	Prentice Hall	Apple iTunes – Changing the Face of Online Music Retailing	
International Strategy (Nov 2005)		Thomson Learning	Toyota's Globalization Strategies	
			Nestlé's Brand Management Strategies	

Name of the Book	Author (s)	Publisher & Year of Publication	Case Title	Cover Page
Services Marketing in Asia – A Case Book	Jochen Wirtz and Christopher Lovelock	Prentice Hall (June 2005)	DHL's Business Strategy in China	
			State Bank of India – Competitive Strategies of a Market Leader	
			The Bangalore Brand	
			The Taj's People Philosophy and Star System	
			Mumbai's Dabbawallas	
			Bumrungrad's Global Services Marketing Strategy	
Strategic Management	Hitt, Ireland, Hoskisson, Rowe & Sheppard	Thomson Nelson (Jan 2005)	Wal-Mart's German Misadventure	
Understanding Business Strategy	Ireland, Hitt, Hoskisson	Thomson Southwestern (Aug 2005)	Oprah Winfrey – The Story of an Entrepreneur	
			Air India – The Virgin Airways Saga	
Strategic Management (10th Edition)		John Pearce & Richard Robinson	Target Stores' Differentiation Strategies	
			P&G - Gillette Merger	
			Turnaround of JC Penny	
			Nokia and the Global Mobile Phone Industry	
			South-West Airlines Act II	
			Ikea's Innovation HR Practices and Work Culture	
International Marketing (2nd Edition)	Ghuri & Cateora	The McGraw-Hill Companies	Airbus from Challenger to Market Leader	
			Walmart's German Misadventure	
			Kellogg's Indian Experience	
			The David Beckham Brand	
			The McDonald's Food Chain	
			Halliburton 'Overbilling' Controversy	
			Daimler Chrysler Merger	
			Motorola in China	

Name of the Book	Author (s)	Publisher & Year of Publication	Case Title	Cover Page
Strategic Management Competitiveness and Globalization : Concepts and Cases (7th Edition)	Hitt, Ireland, Hoskisson	Thomson south-western	AMD in 2005: Coming out of Intel's Shadow	
			Governance Problems in Citygroup Japan	
			Louis V. Gerstner Jr. – The Man who turned IBM Around	
			News Corp in 2005 – Consolidating the Direc TV Acquisition	
			ONGC's Growth Strategy	
Strategic Management (7th Edition)	Charles W.L.Hill, Gareth R.Jones	Houghton Mifflin Company	Li & Fung – The Global Value Chain Configurator	
Entrepreneurship – Successfully launching new ventures (1st Edition)	Bruce Barringer, Duane Ireland	Prentice Hall Business Publishing, Dec 2004	Meg Whitman – The Driving Force Behind eBay	
Cases in Strategic Management and Business Policy (10th Edition)	Thomas L.Wheelen, J.David Hunger	Pearson Prentice Hall	Oprah Winfrey – The Story of an Entrepreneur	
			Starbuck's International Operations	
			JetBlue Airlines' Success Story	
Strategic Management and Business Policy (10th Edition)	Thomas L.Wheelen, J.David Hunger	Pearson Prentice Hall	Oprah Winfrey - The Story of an Entrepreneur	
			Starbuck's International Operations	
			JetBlue Airlines' Success Story	

Name of the Book	Author (s)	Publisher & Year of Publication	Case Title	Cover Page
Strategic Management: Concepts and Cases (1st Edition)	Mason Carpenter and Gerry Sanders	Prentice Hall Business Publishing	Kmart: Fall of a Retailing Giant	
			Home Depot's Strategy Under Bob Nardelli	
			RyanAir: The Southwest of European Airlines	
			Advanced Micro Devices: Life Beyond Intel	
			Airbus: From Challenger to Leader	
			Coca-Cola's Re-entry and Growth Strategies in China	
			The HP-Compaq Merger	
			Reviving Iridium	
			Trouble in the Magic Kingdom: Governance Problems at Disney	
Marketing Leadership in Hospitality and Tourism (4th Edition)	Stowe Shoemaker, Robert Lewis, Peter Yesawich	Prentice Hall Business Publishing (Nov 2006)	Fast Food Fables	
			Harrah's CRM Strategy	
Exploring Corporate Strategy (8th Edition)	Richard Whittington, Gerry Johnson, Kevan Scholes	Financial Times/Prentice-Hall, UK, (2007)	Sony Corporation 'B' – More Restructuring	
International Management: Managing Across Borders & Cultures (6th Edition)	Helen Deresky	Pearson Prentice Hall, Oct 2007	Starbucks' International Operations	
			Coca-Cola's Business Practices: Facing the Heat in a Few Countries	
			Dell's Problems in China	
			Infosys' Global Delivery Model	
			Wal-Mart's Globalisation Strategy	

Name of the Book	Author (s)	Publisher & Year of Publication	Case Title	Cover Page
Strategic Management: Competitiveness and Globalization (2nd Canadian Edition Update) Cases	Hitt, Ireland, Hoskisson, Rowe, Shepperd	Nelson Thomson Learning (October 2006)	Target Stores' Differentiation Strategies	
			The Interbrew-AmBev Merger Story	
			Wal - Mart's German Misadventure	
			Nokia and the Global Mobile Phone Industry	
International Business (6th Edition)	Charles W.L. Hill	McGraw-Hill Irwin, Dec 2005	Falling Dollar	
			Lenovo in 2005	
			Ireland in 2004	
			DHL's Business Strategy in China	
			KFC in India: Ethical Issues	
Understanding Organisational Behaviour (2nd Edition)	Udai Pareek	Oxford University Press, New Delhi	Change Management at ICICI	
			Netscape's Work Culture	
			Sales Targets at KNB Bank	
			National Dairy Development Board	
			McDonald's 'Beef Fries' Controversy	
			Cisco's Acquisition Strategy	
			Reviving Khadi in India	
Operations Management: An International Perspective	David Barnes	Thomson Learning December 2007	Infosys' Global Delivery Model	
			Tesco's Supply Chain Management Practices	
Strategic Management (9th Edition)	Charles Hill and Gareth Jones	Houghton Mifflin	Organizational Transformation at the BBC	
			NBC in Trouble	
Strategic Management A Casebook (8th Edition)	Editor: Professor Mary Crossan	Richard Ivey	Meg Whitman: The Driving Force Behind Ebay	

Name of the Book	Author (s)	Publisher & Year of Publication	Case Title	Cover Page
Strategic Management (2nd Edition)	Mason Carpenter and Gerry Sanders	Prentice Hall Publishing	Li & Fung – The Global Value Chain Configurator	
			Home Depot's Strategy under Bob Nardelli	
			Ryan Air: The 'Southwest' of European Airlines	
			Airbus: From Challenge is leader Airlines	
			Coca-Cola's Re-entry & Growth Strategies in China	
			Trouble in the "Magic Kingdom": Governance Problems at Disney.	
Strategic Management (8th Edition)	Hitt, Ireland, Hoskisson, Rowe, Shepperd	Thomson Learning	Jack Welch & Jeffrey Immelt – Continuity and Change in Strategy, Style & Culture at GE	
			PSA Peugeot Citroen: Strategic Alliances for Competitive Advantage	
Principles of Supply Chain Management: A Balanced Approach (2nd Edition)	Joel Wisner, Keong Leong, Keah Choon Tan	Thomson South-Western (Cengage Learning) April 2008	Cisco Systems: The Supply Chain Story	
Services Marketing	Alan Wilson, Valarie A. Zeithaml & Mary Jo Bitner	McGraw-Hill Publishing Company	Tesco: The Customer Relationship Management Champion	
Marketing Management (3rd Edition)	Rajan Saxena	Tata-McGrawHill	Amway's Indian Network Marketing Experience	
			Airtel Magic – Selling a Pre-paid Cellphone Service	
			Revamping Rasna – A Marketing overhaul Saga	
			L'Oreal – Building a Global Cosmetic Brand	

Name of the Book	Author (s)	Publisher & Year of Publication	Case Title	Cover Page
Strategic Management: Competitiveness and Globalization Cases (3rd Cdn Edition)	Hitt, Ireland, Hoskisson, Rowe	Nelson Education Ltd., Canada	AMD in 2005: Coming out of Intel's Shadow?	
			Blu-Ray & HD DVD: Betamax - VHS 'Format Wars' Redux?	
			Haier - The Chinese Global Competitor	
			MTV Networks International: Localizing Globally	
			Nintendo Wii: A 'Revolution' in Gaming?;	
			Target Stores' Differentiation Strategy	
			The Interbrew-AMBEV Merger Story	
			Nokia and the Global Mobile Phone Industry	
			Coach Inc.	
			Embraer: The Brazilian Aircraft Manufacturer's Turnaround and Growth	
			Innovation at Cirque Du Soleil	
			WorldSpace Satellite Radio: Fading Signals?	
Effective Practices of Global Corporations: Cases	Patricia Werhane and Laura Hartman	Prentice Hall	Johnson & Johnson Tylenol Controversies	
Operations Management: An International Perspective (Companion website)	David Barnes	Cengage Learning EMEA	Carrefour: Managing the Global Supply Chain	
Organizational Theory & Design	Richard Daft, Hugh Willmott & Jonathan Murphy	Cengage Learning EMEA April 2009	Revival of Matsushita	

Name of the Book	Author (s)	Publisher & Year of Publication	Case Title	Cover Page
International Business	Michael Czinkota, Ilkka Ronkainen and Michael Moffett/Adapted by Svetla Marinova and Marin Marinov	John Wiley and Sons, UK	Governance and Control at AXA	
			Bolivia Nationalizes the Oil and Gas Sector	
			Danfoss' Business Strategy in China	
			Gazprom - Naftogaz Ukrainy Dispute: Business or Politics?	
			PSA Peugeot Citroen: Strategic Alliances for Competitive Advantage?	
			Tata Motors' Acquisition of Daewoo Commercial Vehicles	
			Wal-Mart's German Misadventure	
			Corporate Governance at Bayerische Motoren Werke (BMW)	

Other Publications

Name of the Book	Author (s)	Publisher & Year of Publication	Case Title	Cover Page
Gestion	–	HSM Group	L'ORÉAL – BUILDING A GLOBAL COSMETIC BRAND	
Gestion			Harry Potter : A Multi Billion Dollar Business	
Gestion Ciencia			IKEA's Globalization Strategies and its Foray in China	
Manager today			FedEx & UPS - Competing in China	
			Xerox PARC - Innovation without Profit	

2009				
Name of the Book	Author (s)	Publisher & Year of Publication	Case Title	Cover Page
Cases in Strategic Management: An Integrated Approach, 9th Edition	Charles W. L. Hill, Gareth R. Jones	Cengage Learning, Inc./Nelson Education Ltd	Tata Motors' Acquisition of Jaguar and Land Rover - BSTR313	
Strategy: Process, Content, Context 4e	Bob de Wit and Ron Meyer	Cengage Learning EMEA	HP's Strategy and Operations under Carly Fiorina and Mark Hurd (LDEN042)	
International Marketing, 3rd edition	Pervez Ghauri and Philip Cateora	McGraw- Hill Education, U.K	1. FedEx Vs. UPS- Competing with Contrasting Strategies in China (MKTG069) 2. L'Oreal: Building a Global Cosmetic Brand (MKTG062) 3. Tetra Pak's Packaging Innovations (MKTG065) 4. Apple's Inc's iPhone Maintain its initial Momentum (MKTG201) 5. UGG Boots: Australian Generic Product to Global Luxury Brand (MKTG202)	
Multinational Management, Edition 5	Cullen/Parboteeah	Cengage Learning, Inc./Nelson Education Ltd	Tata Motors and Fiat Auto: Joining Forces - BSTR248	
Strategic Information Systems Management 1e	Kevin Grant, Ray Hackney and David Edgar	Cengage Learning EMEA	Knowledge Sharing Initiatives at the World Bank - Creating a Knowledge Bank (ITSY043)	
Business Ethics and Corporate Social Responsibility	Paul Griseri and Nina Seppala.	Cengage Learning EMEA	1. Lifebuoy 'Swasthya Chetna': Unilever's Social Marketing Campaign (MKTG147) 2. Ikea's Social and Environmental Responsibility Initiatives (BECG058)	

2009				
Name of the Book	Author (s)	Publisher & Year of Publication	Case Title	Cover Page
Strategic Management Formulation, Implementation, & Control, 12e	Pearce & Robinson	McGraw-Hill / Irwin	MTV Networks: The Arabian Challenge - BSTR294	
International Management: Managing Across Borders and Cultures	Helen Deresky	Prentice Hall	1. The Bribery Scandal at Siemens AG - BECG076 2. MTV Networks: The Arabian Challenge - BSTR294 3. eBay in Japan - BSTR282 4. Alibaba: Competing in China & Beyond - BSTR288 5. Ratan Tata: Leading the Tata Group into the 21st Century - BSTR284 Micro Case Studies 1. Indian BPOs Waking Up to the Philippines Opportunity? - MCBS0037 2. YouTube LLC's Strategy in India - MCMK0032 3. Acer's Growth Strategies - MCBS0044 4. Aditya Birla Group's Growth Strategy - MCBS0038	
Strategic Management 9e	Charles W. L. Hill, Gareth R. Jones	Cengage Learning, Inc./Nelson Education Ltd	1. Tata Motors' Acquisition of Jaguar and Land Rover - BSTR313 2. Globalization Strategy of McDonald's Corporation - BSTR310 3. Starbucks: Back to Basics? - BSTR307	
Strategic Management	Carpenter, Rice	Pearson Australia	Li & Fung: The Global Value Chain Configurator - BSTR149	
Strategic Management and Competitive Advantage 3e	Barney-Hesterly	Prentice Hall	JetBlue Airways: Growing Pains? - BSTR277	

2009				
Name of the Book	Author (s)	Publisher & Year of Publication	Case Title	Cover Page
International Strategy	Susan Segal-Horn and David Faulkner	Cengage Learning EMEA	Toyota's Globalization Strategies - BSTR094	
Marketing Management, 4e	Rajan Saxena	McGraw- Hill Education (India) Pvt Ltd	Sunsilk Gang of Girls': Hindustan Lever Limited's Online Social Networking Initiative in India (MKTG175)	
The Global Corporation: Effective and Ethical Practices, A Case Book	Laura P. Hartman, Patricia H. Werhane	Routledge / Taylor & Francis Book Group	The Johnson & Johnson Tylenol Controversies - BECG015	

2008				
Name of the Book	Author (s)	Publisher & Year of Publication	Case Title	Cover Page
The Business Environment: Text and Cases	Nil	Pearson Education Limited	The Economic Consequences of Population Aging - ECON023	
Operations Management 2nd Edition	Andrew Greasley	John Wiley & Sons Ltd	1.Supply Chain Practices of Three European Apparel Companies: Zara, H&M and Benetton (OPER068), 2.The Concorde Project - A Technical Engineering Triumph but a Commercial Disaster (PROM004)	
International Management, 1/e	Deresky, Christopher	Pearson Education Australia	Coca-Cola's Business Practices: Facing the Heat in a Few Countries (BECG061)	

Some of the Best Selling ICMR Case Studies

Case

IKEA's Innovative Human Resource Management Practices and Work Culture

Scheduling The Project Activities

Tesco: The Customer Relationship Management Champion

Meg Whitman: The Driving Force Behind eBay

Tesco.com: A Rare Profitable Dotcom

Knowledge Management: Best Practices at British Petroleum

Wal-Mart's German Misadventure

Amazon.com's Inventory Management

Webvan: A Disaster on the Web

Google's Organizational Culture

Airasia: Southeast Asia's Most Successful Low Cost Airline

Li & Fung: The Global Value Chain Configurator

Restructuring P&G

Wal-Mart's Supply Chain Management Practices

A Note on the US Airline Industry

Charles Schwab's Customer Focussed e-Business Strategy

Michigan.Gov: The Leading Integrated e-Government Portal

3Ms Organisational Culture

Compensation Management

Tesco: The Customer Relationship Management Champion

Employee Dress Codes – The Changing HR Norms

Human Resource Management: Best Practices at Fedex Corporation

Wal-Mart's Supply Chain Management Practices (B):

Using IT/Internet to Manage The Supply Chain

Jetblue Airline's Success Story

Google.com: The World's Number One Internet Search Engine

Motorola in China

Fedex: The Leading Supply Chain Management Solutions Provider

Bumrungrad's Global Services Marketing Strategy

Carly Fiorina: The Change Leader

Semco: A 'Maverick' Organization

Innovations at Harley-Davidson

Reebok: Managing Human Rights Issues 'Ethically'?

Taiichi Ohno and the Toyota Production System

Governance Problems at Royal Dutch / Shell

Samsung: The Making of a Global Brand

Coca-Cola's Belgian Crisis: The Public Relations Fiasco

Marketing Research at P&G

The Making of Boeing 777

Absolut Vodka: Creating Advertising History

Managing Cultural Change at P&G

The Fall of Arthur Andersen: Organisational Culture Issues

The Interbrew-Ambev Merger Story

Case

Wal-Mart: A Case of Employee Discrimination
Parmalat: The Fall of a Dairy Giant
New Product Development at Schwan Food Company: Innovation through Communication
The Nirma Story
Easyjet: The 'Easy' Way to Succeed
Succession Planning at GE
Rio Tinto: The Mining Giant Pollutes Indonesia's Environment
CRM/KM Initiatives at 3M
Wal-Mart's Cost Leadership Strategy
Human Resource Management: Best Practices at Marriott International
Microsoft's Tablet PC: Reinventing Mobile Computing
ERP Implementation Failure at HP
Nike: The 'Goddess of Marketing'
Takeover of Raasi Cements by India Cements
Tata Motors' Acquisition of Daewoo Commercial Vehicles
The Concorde Project: A Technical and Engineering Triumph but a Commercial Disaster
Cisco's Acquisition Strategy
Sports Sponsorship: The 'Cricket Ambush Marketing' Dispute
Carrefour: Managing The Global Supply Chain
Benetton's Diversifications
Southwest Airlines' Organisational Culture
Employee Training and Development at Motorola
Global Supply Chain Management: Best Practices at Li & Fung Limited
Mcdonald's Food Chain in India
Apple's iTunes: Changing the Face of On-Line Music Retailing
Dr V of Aravind Eye Hospital: A 'Level 5' Leader
Xerox Parc: Innovation without Profit?
Kodak in China
Inventory Problems at Nike
Knowledge Management @ Xerox Corp
Trouble in the 'Magic Kingdom': Governance Problems at Disney
Fedex vs UPS: Competing with Contrasting Strategies in China
The Russian Oil Giant Yukos: When Business and Politics Collide
Lessons in Customer Service From Wal-Mart
Mcdonald's: No Longer The 'Great American Meal'
Pepsico's 'Focus' Strategy
Reorganising ABB: From Matrix to Customer-centric Organisation Structure (A)
Starbucks' International Operations

Some International Institutions Using ICMR Case Studies

Abo Akademi University
 Adelaide & Meath Hospital, Inc.
 Alltech Ireland
 Anglia Ruskin University
 Ashridge
 Asia Pacific Management Institute
 Aston University
 Athlone Institute of Technology
 Auckland University of Technology
 AUDENCIA Nantes Ecole de Management
 Babson College
 Bath Spa University College
 BI Norwegian School of Management
 Birmingham College of Food, Tourism & Creative Studies
 Bordeaux Ecole de Management
 Boston College
 Boston University, Brussels Graduate Center
 Bournemouth University
 Cardiff Business School (Cardiff University)
 Case Western Reserve University
 Cass Business School
 Catholic University of Eastern Africa
 Centre for Management Development (LBS)
 CERAM Sophia Antipolis
 CGA-Canada
 Charles Darwin University
 China Europe International Business School
 Citigroup
 College of William and Mary
 Columbia University
 Concordia University
 COOP HEC Montreal
 COOP HEC
 Copenhagen Business School
 Cornell University
 Coventry University
 Cranfield University
 Dartmouth College
 DePaul University
 Discovery Networks Europe
 Donau-Universitat Krems
 Dublin City University
 Dublin Institute of Technology
 Dundalk Institute of Technology
 EADA - International Management Development Centre
 Eastman Systems
 Ecole Hoteliere de Lausanne
 EDHEC - Business School

Eli Lilly and Company Limited
 Erasmus Universiteit Rotterdam
 ESADE
 ESC Rouen
 ESCEM School of Business and Management
 ESCP-EAP European School of Management, France
 ESMT - European School of Management & Technology
 ESSEC Business School
 EU Tourisme ESADE-Sant Ignasi
 Euromed Marseille Ecole de Management
 European Business School, London
 Executive and Organisational Development
 Executive MBA Universitat Zurich
 Fachhochschule Amberg-Weiden
 Fachhochschule Coburg
 Fachhochschule Deggendorf (University of Applied Sciences)
 Fachhochschule des BFI Wien
 Gesellschaft M.B.H
 Fachhochschule fur Wirtschaft
 Fachhochschule Salzburg
 Fairleigh Dickinson University
 Feusi Bildungszentrum
 FUNITEC La Salle
 Glasgow Caledonian University
 Glion Hotel School
 Gordon Institute of Business Science
 Griffith College Dublin
 Groupe ESC Rennes
 Groupe Grenoble Ecole de Management
 Groupe HEC - CCIP
 Hamburg School of Logistics
 Helsinki University of Technology
 Henley Management College
 Hong Kong University of Science and Technology (HKUST)
 IAE Aix-en-Provence
 ICN Ecole de Management
 Imperial College London, Tanaka Business School
 INCAE Business School
 Infocus Research
 INSEAD – CEDEP
 INSEAD
 Institut d'Educaacio Continua (IDEC)
 Institute for Executive Development
 Institute for Media and Entertainment

Institute of Technology Blanchardstown
 Institute of Technology, Tralee
 Instituto de Empresa
 Instituto Superior de Psicologia Aplicada (ISPA)
 International Business School
 International Christian University
 International Professional Managers Association
 International University Bremen GmbH
 International University in Geneva
 International University of Monaco
 Johannes Kepler Universitat Linz
 Katholische Universitat Eichstatt-Ingolstadt
 King Fahd University of Petroleum & Minerals
 Kingston University
 KPMG LLP
 Kyushu Sangyo University
 Lagos Business School
 Lancaster University
 Lappeenranta University of Technology
 LaSalle University
 Leeds University Business School
 Les Roches School of Hotel Management
 LIMAK Johannes Kempler University Business School
 Limerick Institute of Technology
 London Business School
 London Metropolitan University
 London School of Economics & Political Science
 London South Bank University
 Loyola Marymount University
 Lulea University of Technology
 Lund University
 Macquarie International, Macquarie University
 Manchester Business School
 Marquette University
 MBS Textbook Exchange
 MGSM
 MIB Developpement SA
 Middlesex University
 National College of Ireland (NCI)
 National University of Ireland, Galway
 New School University
 Nijenrode University
 NIMBAS Graduate School of Management
 NIT Northern Institute of Technology
 Nokia, Finland

Nottingham Trent University
 Nottingham University Business School
 Ohio State University
 Open Universiteit Nederland
 Oxford Brookes University
 PA Consulting Group
 Philadelphia University
 Polytechnic University
 PricewaterhouseCoopers United Kingdom
 Queen's University Belfast
 Regents Business School London
 Regents College London
 Reims Management School
 Rensselaer Polytechnic Institute
 Research Periodicals & Book Services Inc
 Riga Business School
 Robert Kennedy College
 Roehampton University of Surrey
 Rowan University
 RSM Erasmus Graduate School of Business
 RSM Erasmus University, Department of Management of Technology & Innovation
 Sacred Heart University Luxembourg
 SBS Swiss Business School
 SDA Bocconi School of Management / Università Bocconi
 Sheffield Hallam University
 Solvay Business School
 Study.Net
 Stuttgart Institute of Management and Technology
 Suffolk University
 Syracuse University, USA
 Tailored Text
 Tampere University of Technology
 Technische Universität Berlin
 Tel Aviv University
 Temple University Japan
 Thames Valley University
 The Central Library of The College of Management
 The Chartered Institute of Marketing
 The Chinese University of Hong Kong (CUHK)
 The Interdisciplinary Center
 The Learning Partnership
 The Michael Smurfit Graduate School of Business, UCD
 The Open University of Hong Kong

The University of Birmingham
 The University of Buckingham
 The University of Edinburgh
 The University of Hong Kong
 The University of Liverpool
 The University of Louvain
 The University of Melbourne
 The University of Strathclyde, Department of Marketing
 The University of Strathclyde, Department of Mechanical Engineering
 The University of Western Australia
 Thunderbird Europe
 Thunderbird, The Garvin School of International Management
 Tias Business School B.V.
 Tipperary Institute
 Trinity College Dublin
 United States International University, Kenya
 Universidad de San Andrés
 Universidade Católica Portuguesa, Porto
 Universidade Nova de Lisboa
 Universität Dortmund
 Universität Kassel
 Universität Passau
 Universität Stuttgart
 Università Cattolica Del Sacro Cuore
 Universität Bremen
 Universität der Bundeswehr München
 Universität Münster
 Université Paris Dauphine
 Universiteit Maastricht Business School
 University College Cork (UCC)
 University College Dublin (UCD)
 University College, London (UCL)
 University of Bath
 University of Bradford
 University of Brighton
 University of Bristol
 University of British Columbia
 University of Calgary
 University of Central Florida
 University of East Anglia
 University of Greenwich
 University of Groningen
 University of Hertfordshire
 University of Illinois at Urbana-Champaign
 University of Kent
 University of Limerick

University of Ljubljana
 University of Luton
 University of Maryland
 University of Michigan
 University of Minnesota
 University of Newcastle upon Tyne
 University of Oregon
 University of Oxford
 University of Pennsylvania
 University of Phoenix, Netherlands
 University of Sherbrooke
 University of South Australia
 University of Southampton
 University of Southern California
 University of St. Gallen
 University of St. Thomas
 University of Stirling
 University of Surrey
 University of the West Indies (UWI) –
 Institute of Business
 University of the Witwatersrand (WITS)
 University of Tuebingen
 University of Wales, Swansea
 University of West of England, Bristol
 University of Western Ontario
 University of Westminster
 University of Wisconsin at Whitewater
 University of Wollongong
 Villanova University
 Vlerick Leuven Gent Management School
 Vrije Universiteit, Amsterdam, Faculty of Economics & Business Admin.
 Wageningen Universiteit
 Washington & Lee University
 Washington University in St. Louis
 Waterford Institute of Technology
 Webster University, Austria
 Webster University, Netherlands
 Webster University, Switzerland
 WHU - Otto Beisheim Graduate School of Management
 Writtle College
 XanEdu Publishing Services
 Yeovil College
 York University
 Zürcher Hochschule Winterthur ZHW
 Zurich University of Applied Sciences, Winterthur